

PPR Community Meeting #2
11111 Jefferson Blvd.
Culver City, CA
October 6, 2020

WHY

AO

JB

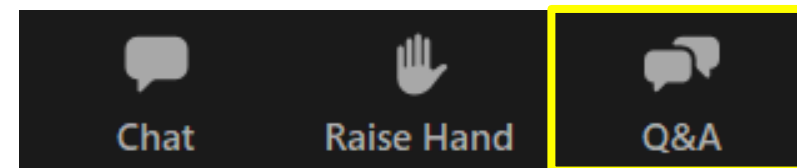
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Question and Answers Session

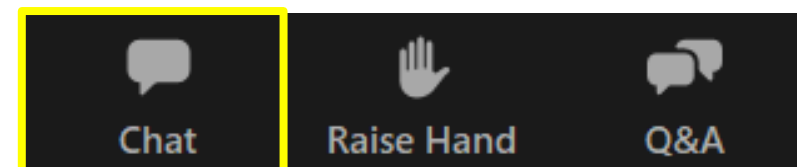
Written Comments

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Technical Support

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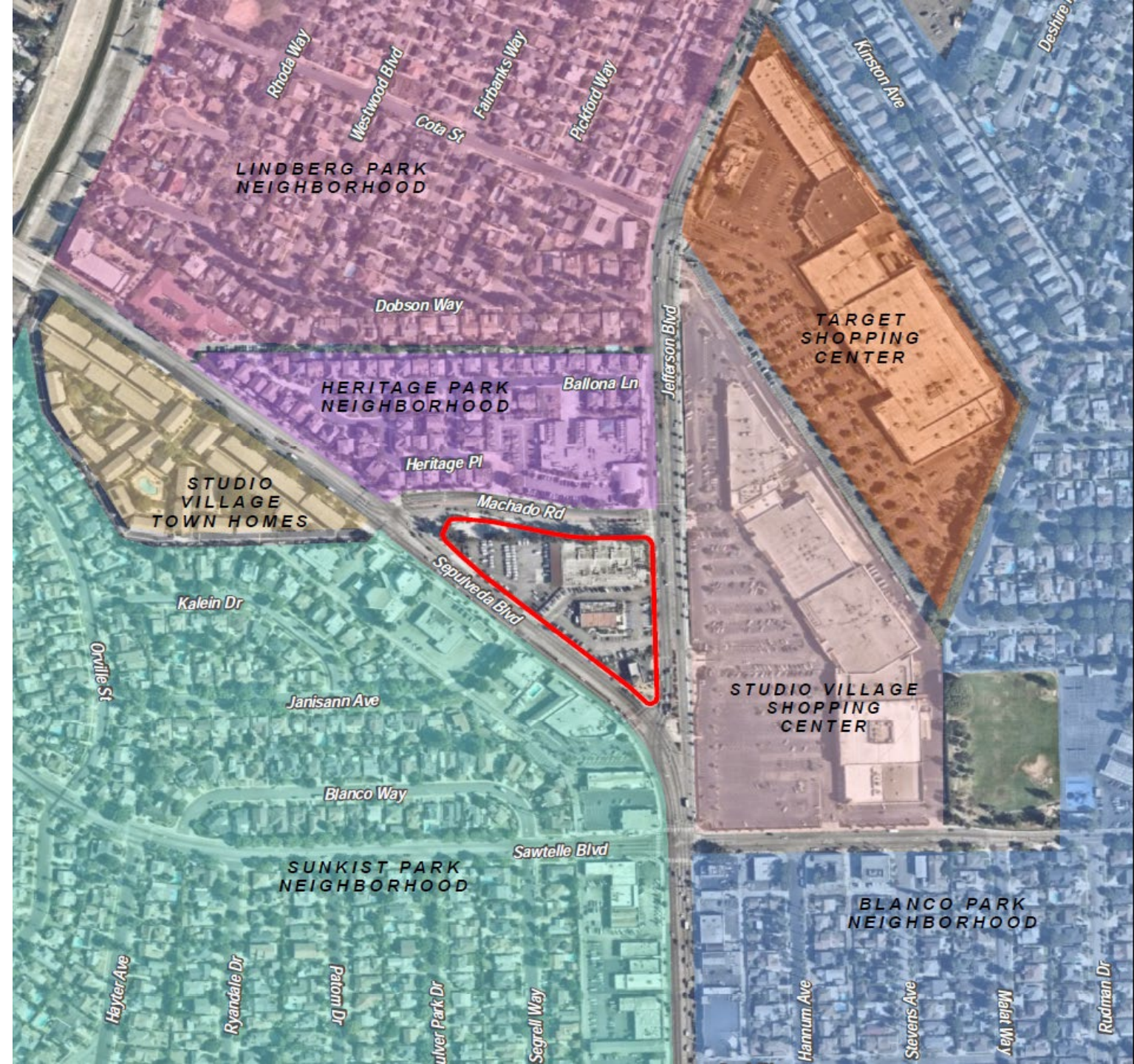
For questions on the project, please direct questions to:

Email: 11111Jefferson@3MRCapital.com

Phone: (504) 437-1409

Community Meeting Agenda

- Introductions
- Timeline & Recap
- Before & After
- Design Charrette Recap
- Project Concept Renderings



Public Review Process

**WE ARE
HERE**



Community
Meeting

Project Vision

Community
Meeting

Mobility
Workshop

Preliminary
Project Review
(PPR)

Design
Charrette

Application &
Environmental
Review

Community
Meeting

Planning
Commission

Public Hearing

City Council
Action

Public Hearing

Fall
2019

Winter
2019

Spring
2020

Summer
2020

Fall
2020

Winter
2020

Spring
2020

Summer
2020

Outreach Overview

Community Meeting 1 – 8/29/19

- Project Introduction and Background
- Presentation of Initial Concept & Vision
- Listening forum to gather community feedback



Outreach Overview

Mobility Workshop – 10/24/19

- Presentation of initial traffic data and revised concept plan (10% reduction in residential units)
- Project team and traffic engineers facilitating mobility questions and feedback

Outreach Overview

Design Charrette – 12/4/19

- Building Design
- Landscaping Concepts
- Public Art
- Building Materials



Where we started

08/29/19

- 279 apartment units
- 55,000 square feet of retail
- 51,000 square feet of office
- 836 parking spaces
- 11,600 square feet of public open spaces & parks
- Square building layout with minimal setbacks
- Reducing size of Machado Road

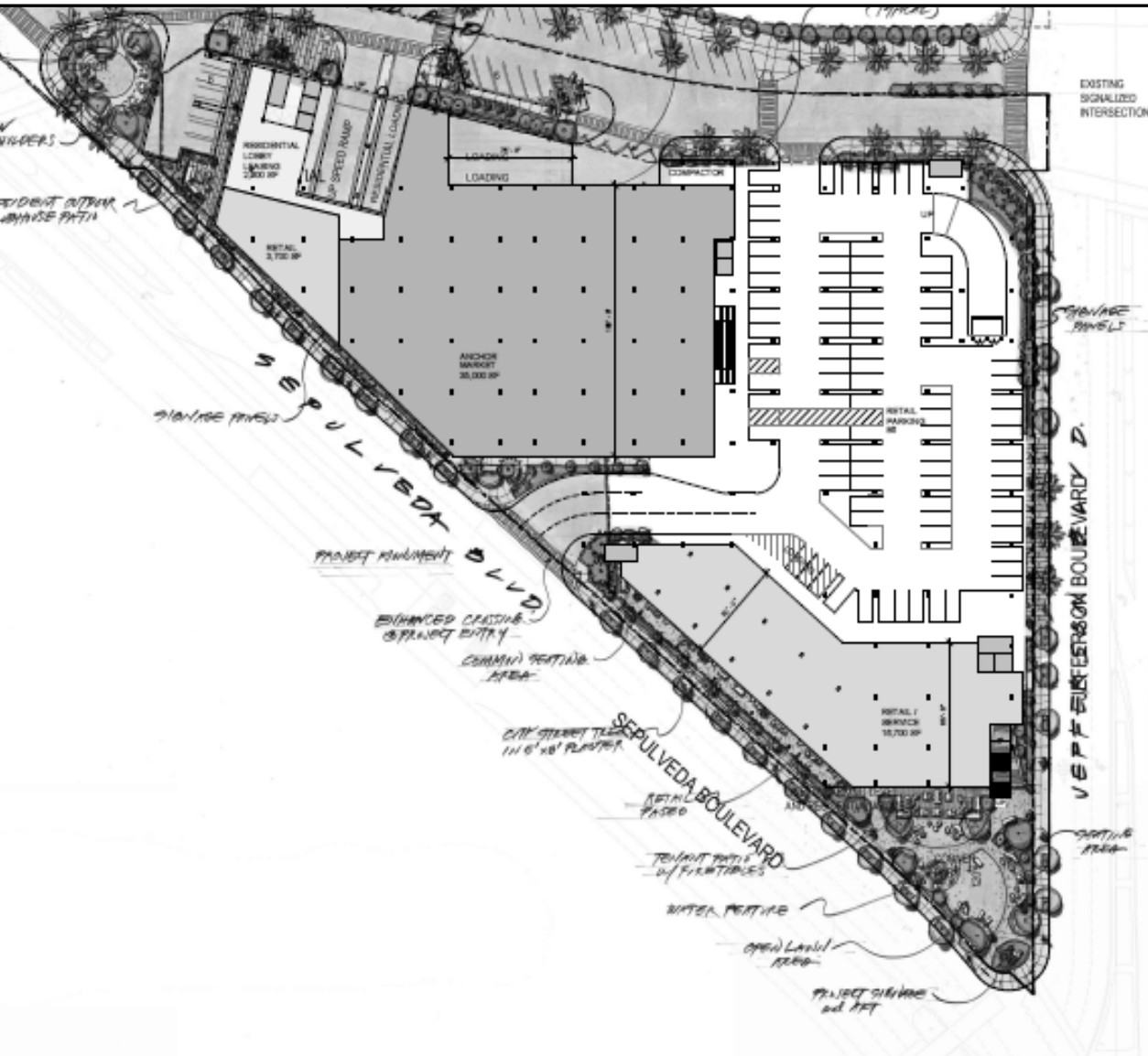


Where we are

10/06/20

- 230 apartment units
- 55,000 square feet of retail
- 11,450 square feet of office
- 653 parking spaces
- 30,000 square feet of public open spaces & parks
- Creative architecture reducing building scale and threading of public open space into community fabric
- Leaving Machado Road "As-is"

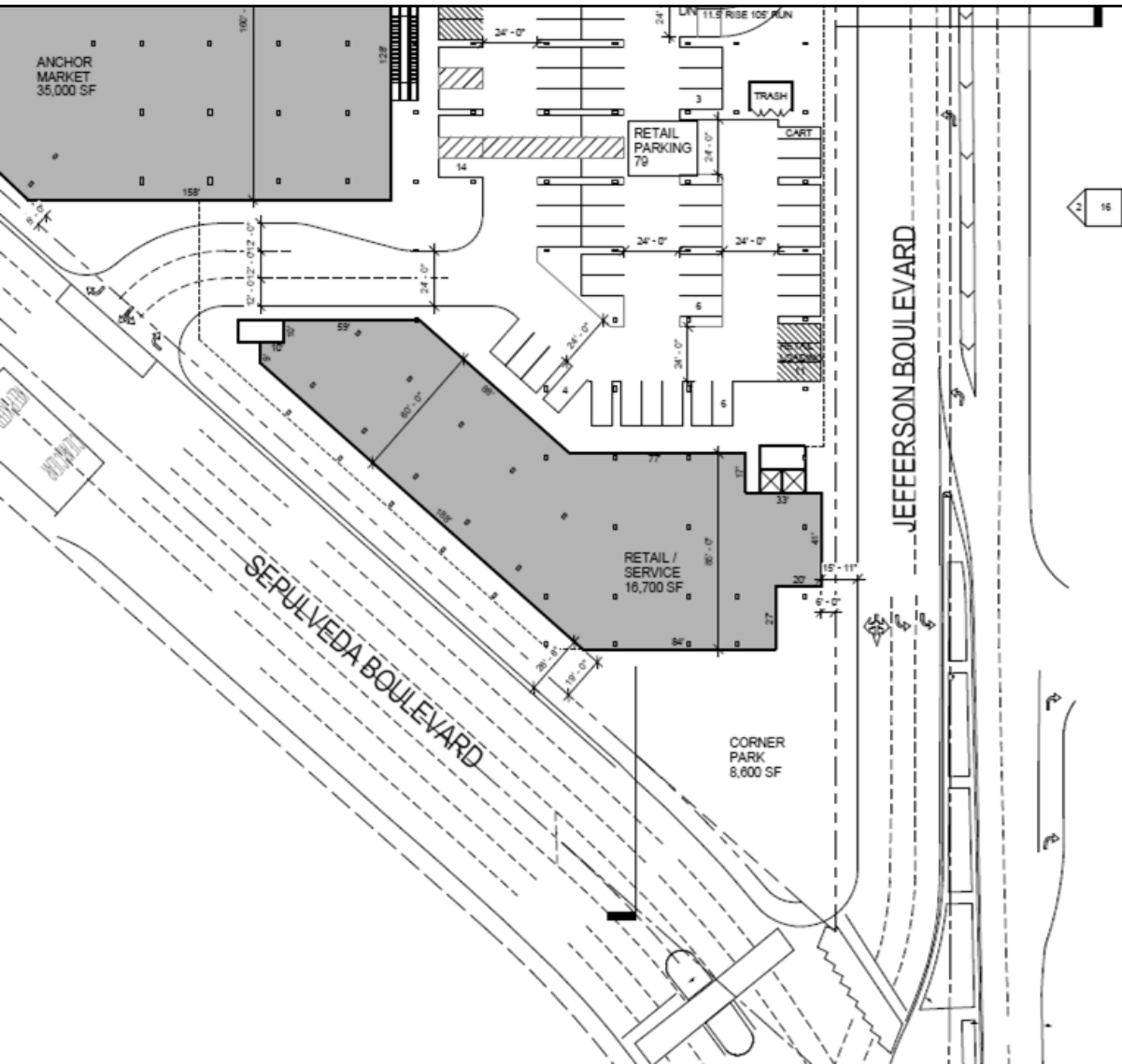
Public Open Space – Before 11,600 SF



Public Open Space – After 30,000 SF



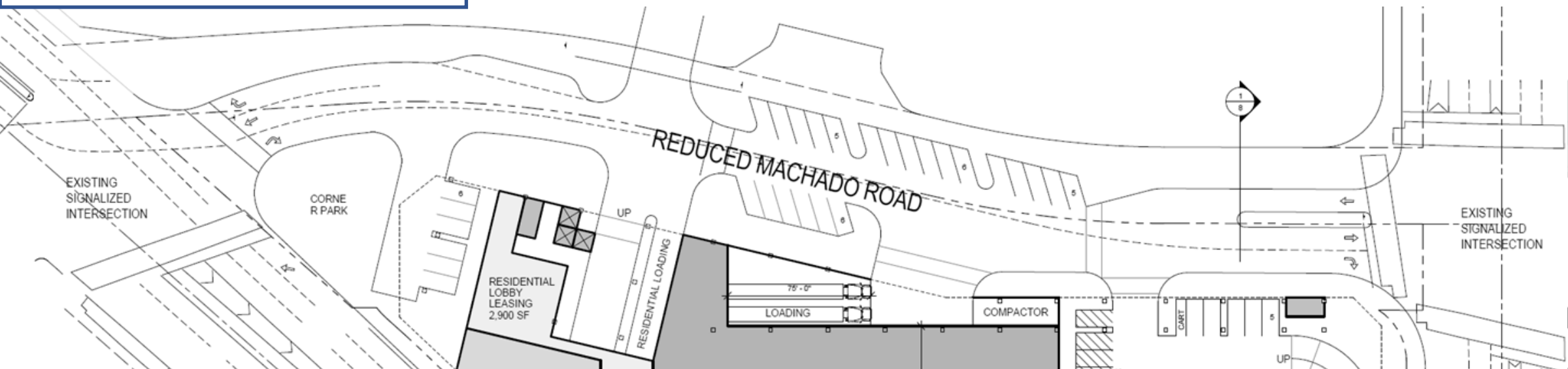
Retail Experience – Before 55,000 SF



Retail Experience – After 55,000 SF



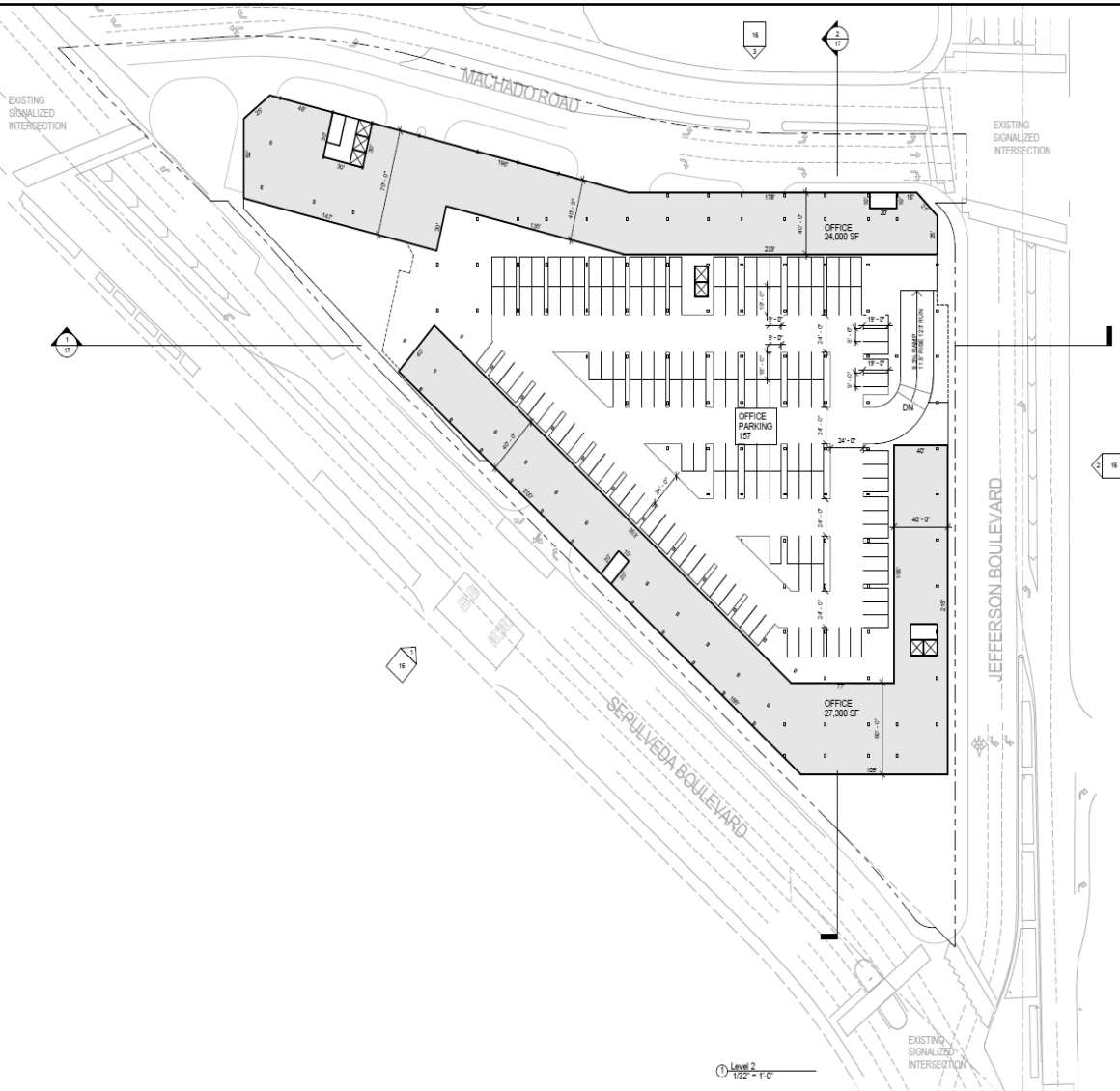
Machado Road – Before



Machado Road - After



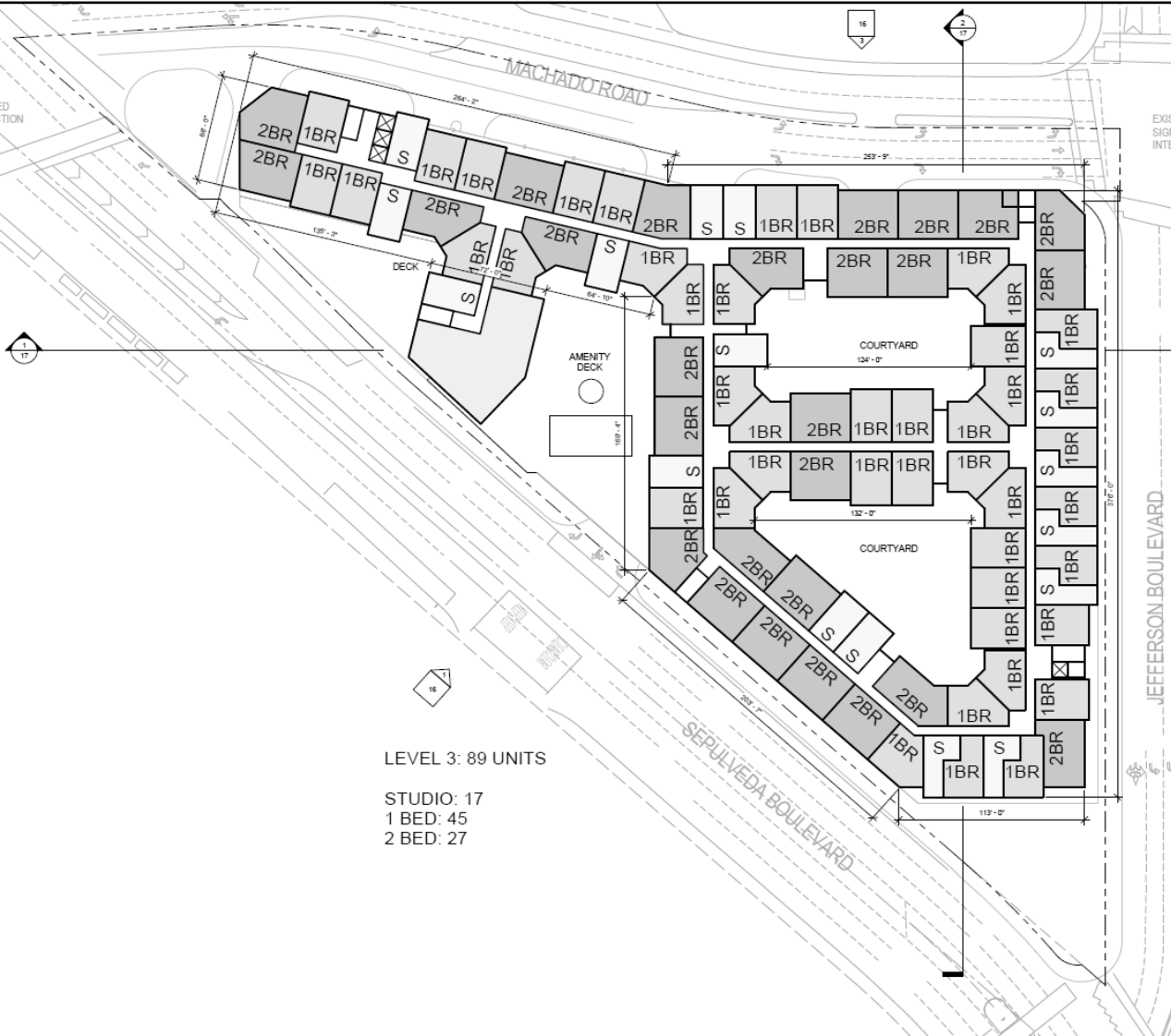
Office Program – Before 51,000 SF



Office Program – After 11,450 SF



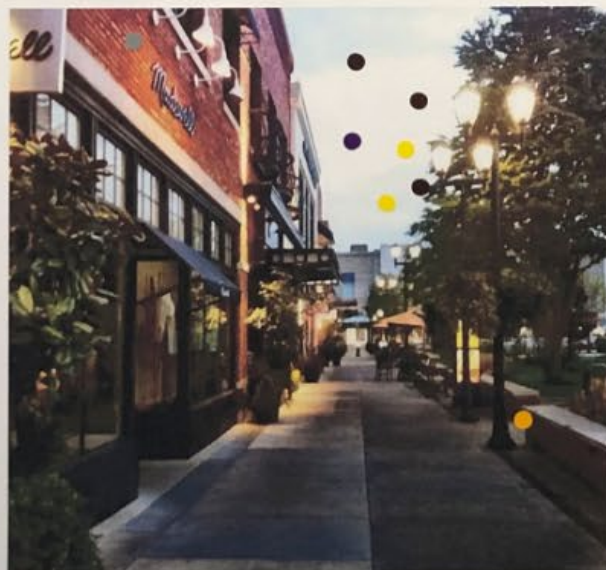
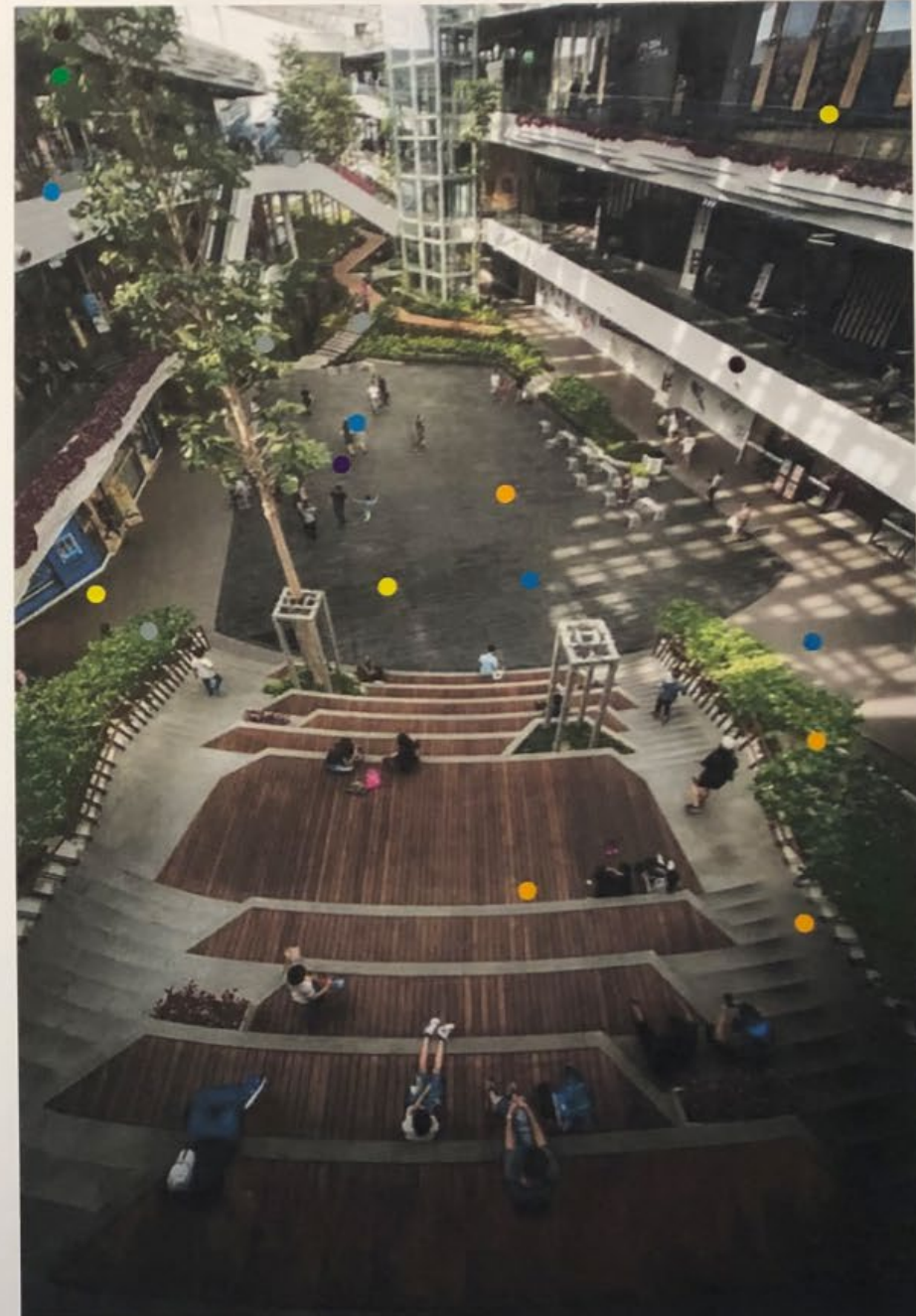
Residential Program – Before 279 Units



Residential Program – After 230 Units











MARKET IDENTITY

LIVE SHOP WORK DINE

MARKET IDENTITY

PARKING











THANK YOU

The John Buck Company

Dominic Adducci

Jaqui Braver

3MR Capital

Rupesh Bhakta

Kyle Faulkner

Eric Shabsis Community Relations

Eric Shabsis

wHY Architecture

Gregory Fischer

AO Architects

Bryan Tessner

Rob Budetti

Questions?

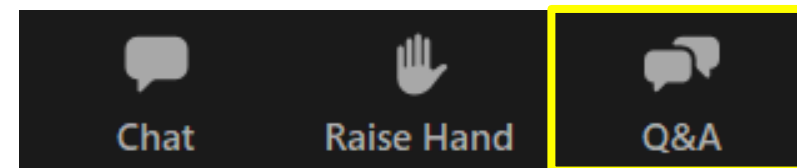
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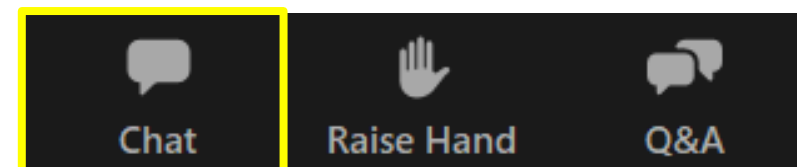
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